THE ROLES OF PUBLIC RELATIONS DIVISION OF INFORMATION AND COMMUNICATION BUREAU (BIK) IN SOCIALIZATION OF SURAKARTA CITY GOVERNMENT’S POLICY ABOUT RELOCATING STREET VENDORS FROM BANJARSARI TO SEMANGGI

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program Faculty of Letters and Fine Arts Sebelas Maret University

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MOTTO

GANBATTE KUDASAI!!!!

DO THE BEST AS YOU CAN AND DON'T WORRY ABOUT THE END
DEDICATION

This Final Project Report is dedicated to:

- My Lord, Allah SWT
- My beloved parents
- My wonderful family
- My lovely “Ry-Ry”
- My dearest friends
ACKNOWLEDGMENT

Alhamdulillahhirobbil’alamin, first of all I would like to thank to Allah SWT for blessing and guiding to finish this final project report. Secondly, I would like to state my gratitude to:

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Surakarta, August 2008
ABSTRACT

Tri Agusty Kusumawati. 2007. The Roles of Public Relations Division on Information and Communication Bureau (BIK) in Socialization of Surakarta City Government's Policy about Relocating Street Vendors from Banjarsari to Semanggi. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report set out to know the roles and the problems of Public Relations Division in socialization of Surakarta City Government’s Policy about relocating street vendors from Banjarsari to Semanggi.

The data of this final project report were collected through observation, interview and literature review. The observation was done to know the role of Public Relations Division in socialization of Surakarta City Government’s policy about relocating street vendors from Banjarsari to Semanggi. The interview was done to the head of Public Relations Division and the Head of News Release Subdivision.

The result of all data analysis shows that Public Relations Division has roles as communication technician and communication facilitator in socializing the Surakarta City Government’s policy about relocating street vendors from Banjarsari to Semanggi. In implementing their roles, Public Relations Division also faced a problem. It was a problem of coordination. To overcome the problem, the division gave information about the socialization schedule to the informants several days before the ‘D’ day. It would make the informants can prepare their material of socialization better. Moreover, if the informants have an event that is more important, they can look for their substitution for doing socialization.
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CHAPTER I
INTRODUCTION

A. Background

Since the economic crisis in 1998, street vendors were developing rapidly in Surakarta. The great development of street vendors became a complicated problem. Their existences mushroomed in many parts of Surakarta. They occupied many places that are prohibited for selling, included in public space area like parks, sidewalks, etc. Their trading activities are considered to disturb the convenience of the passers by and caused traffic jam.

In fact, the existence of street vendors gave benefits in some aspects. Based on the information of Surakarta City Government, there was more than 100 million rupiahs in transaction everyday. Besides, thousands of workers are absorbed, such as street vendors, parking workers, distributor, porter, garbage taker, and also transportation service. To some extent, it reduces the unemployment numbers.

The Surakarta City Government has made programs to manage the street vendors. The programs are the establishment of street vendors area and the establishment of street vendors pockets. The establishment of street vendors area is used to put street vendors that are relocated. It is made in order that the street vendor do their activities in legal place. Beside the establishment of street vendors area, the government also will prepare the establishment of street vendor pockets. The establishment of street vendors pockets is another way to manage street vendors by using street vendors shelter, knock
down tent and handcart. The government will do that if there was disagreement of street vendors to be moved.

One of the government programs that have been done was the establishment of street vendors area in Semanggi. Then, on July 23, 2005, 989 street vendors of Banjarsari moved to Semanggi. That activity was considered to be successful. Street vendors moved without violence. That is why Surakarta City Government received an appreciation from Indonesia Record Museum (MURI).

The success of Surakarta City Government in relocating street vendors from Banjarsari to Semanggi can not be separated from the roles of public relations in socializing the government’s policy. The socialization was done to inform the government’s policy about relocating street vendors from Banjarsari to Semanggi to the society. In Surakarta City Government, Public Relations Division is one of the divisions in Information and Communication Bureau (BIK). Public Relations Division has News Release Subdivision and Communication Media Subdivision.

The writer did job training in Information and Communication Bureau, at Public Relation division. On the job training, the writer did translation of a book entitled “Mboyong 989 PKL dari Banjarsari ke Semanggi”. The writer did the translation from Indonesian into English.

The writer chose the Information and Communication Bureau, in Public Relations division as the place of job training because the writer was interested in getting more information about Surakarta City Government’s management of the move. The writer wanted to know the roles of Public Relations Division in socializing the government policy. For that reasons, the writer is interested in making it as the topic of
the final project report, it is entitled “The Roles of Public Relations Division of Information and Communication Bureau (BIK) in Socialization of Surakarta City Government’s Policy about Relocating Street Vendors from Banjarasari to Semanggi”.

B. Objectives

The objectives of this final project report are:

1. To know the roles of Public Relations Division in socialization of Surakarta City Government’s policy about relocating street vendors from Banjarsari to Semanggi.
2. To know the problems encountered by Public Relations Division in socialization of Surakarta City Government’s policy about relocating street vendors from Banjarsari to Semanggi.

C. Benefits

The writer hopes that this final project report useful for:

1. Public Relations Division on Information and Communication Bureau (BIK) of Surakarta City Government.
   - The result of the report can be used as the consideration for Public Relations Division to improve the quality of their roles in informing the Surakarta City Government’s policy to the society.
2. The writer

- The writer knows what roles of Public Relations Division in socialization of Surakarta City Government’s policy about relocating street vendors from Banjarsari to Semanggi.
- The writer knows the problems encountered by Public Relations Division in socialization of Surakarta City Government’s policy about relocating street vendors from Banjarsari to Semanggi.
- The writer is able to improve public relations science by completing this final project report.

3. English Diploma Program

- The result of this final project report can be used as reference for Diploma English student to do their final project report.
CHAPTER II
LITERATURE REVIEW

A. PUBLIC RELATIONS

1. Definition

According to the International Public Relations Association (IPRA):

“Public Relations is a management function, of a continuing and planned character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy, and support of those with whom they are or may be concerned -- by evaluating public opinion about themselves, in order to correlate, as far as possible, their own policies and procedures, to achieve by planned and widespread information more productive co-operation and more efficient fulfilment of their common interest” (1986:27).

Grisworld in The Practice Of Public Relations says that:

“Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest and plans and executes a program of action to earn public understanding and acceptances” (Seitel: 1998).

According to the Institute of public Relations in Diah Kristina’s book:

“Public Relations is about reputation – the result of what you do, what you say and what others say about you. Public Relations practise is the discipline which looks after reputation -- with the aim of understanding and support, and influencing behavior. It is the planned and sustained effort to establish and to maintain goodwill and mutual understanding between organization and its publics”.

It can be concluded that Public Relations is the management function that evaluates the public opinion, attitudes and identifies the policies and procedures to get the public understanding, sympathy and support.

2. Function of Public Relations
According to Cutlip et.al (1999), the functions of public relations are:

1. to support the management activities to reach the organization goal
2. to build harmonize relationship between organization with publics
3. to create two-way communication with spreading information from organization to publics and distributing public’s opinions to the organization
4. to serve the publics and to advise the organization chairman to the publics importance

3. Roles of Public Relations

According to Cutlip et.al (1999), there are four major public relations roles, they are:

1. Communication technician
2. Expert prescriber
3. Communication facilitator
4. Problem-solving facilitator

Each of the above roles is explained in the following part.

1. Communication Technician

   As a communication technician the Public Relations officer has to write and to edit employee newsletters, to write news releases and feature stories, to develop Web-site content, and to deal with media contacts (37-40).

2. Expert Prescriber

   Expert Prescriber is considered as the authority on public relations problems and solutions. The role of expert prescriber is viewed as the authority on
what needs to be done and how it should be done. This role is called to solve the crisis situations throughout any program. It hinders the diffusion of public relations thinking throughout the organization (41-43).

3. Communication facilitator

The communication facilitators are as listeners and information brokers. They serve as liaisons, interpreters, and mediators between an organization and its publics. They maintain two-way communication and facilitate by removing barriers in relationships and by keeping channels of communication open. The goal is to provide both management and publics the information they need for making decisions of mutual interest. The role of communication facilitator is involved as information sources and the official contacts between organizations and publics (43-44).

4. Problem-solving Facilitators

The roles of problem-solving facilitators are to define and to solve problems. It becomes part of the strategic planning process to understand program motivations and objectives, to support strategic and tactical decisions, to make the changes, and to provide the resources needed to achieve program goals (44).

The roles of Public Relations are more spelled in the works of James Grunig and Todd Hunt in Anne Gregory’s book. In their works, they identify two basic Public Relations roles; they are the communication technician and the communication manager.

Communication technicians are not involved in making decision process of organization but they handle public relations programs like to write press release, to
edit internal magazine and to design Web-content. Practitioners are more focused in the implementation.

While, the communication managers are involved in planning and managing public relations program, giving idea to management, and making decision about communication policy.

From two categories of the roles above, the roles of public relations can be differentiated into three types of same manager role, they are:

1. The expert prescriber

   The role of expert prescriber is involved to do research and to spell the public relations problems, to arrange and to implement the program.

2. The communication facilitator

   The communication facilitators are considered as mediator. They create two-way communication between organizations and publics. They are as liaison, translator and mediator.

3. The problem-solving process facilitator

   The roles of the problem-solving process facilitators help the organization members to solve public relations problems. They act as counselor or adviser in planning and implementing the programs. (This role usually is done by specialist counselor).

   David Dozier also identify two roles in middle-level that can be found between manager role and technician, they are media relation role and communication and liaison role.
Media relation role acts as two-way functions. Public Relations practitioners have the job to make media used by them always get information, and to inform the information to organizations through media. Here, the practitioners have to have skill and knowledge about media.

Communication and liaison role acts as organization representation in certain events. It creates chances positively to management to communicate with internal and external publics. It is usually done by public relation manager high-level.

4. Public Relations problems

According to Cutlip (1999), in Effective Public Relations, there are two ways to define the public relations problems; they are problem statement and situation analysis.

Problem statement summarizes what was learned about the problem situation. The functions of problem statement are:

1) to describe the current situation – “What’s happening now?”
2) to describe the situation in specific and measurable terms, detailing most of or all of the following:
   
   **What** is the source of concern?
   
   **Where** is the problem?
   
   **When** is it a problem?
   
   **Who** is involved or affected?
   
   **How** are they involved or affected?
   
   **Why** is this concern to the organization and its publics?
3) To become the part of the solution, but it is not to imply the solution or place blame.

Situation analysis contains all the background information needed to expand upon and to illustrate in detail the meaning of a problem statement.

After the Public Relations practitioners know the problems and the situation that they face, they can organize some ways to solve the problems. Therefore, they need management to solve the public relations problems.

5. **Management Process**

According to Cutlip and Center (1999), in Effective Public Relations, management process of public relations explain four step problem-solving process; they are defining the problem, planning and programming, taking action and communicating, and evaluating the program.

1. Defining the problem

Defining the problems involves probing and monitoring knowledge, opinions, attitudes, and behavior of those concerned with and affected by the acts and policies of and organization. It is used to make decisions about public programs, objectives, action and communication strategies, tactics, and goals. It provides the foundation for all the other steps in the problem-solving process by determining “What’s happening now?”

2. Planning and programming
After defining the problem, the next step is planning and programming. This step involves factoring the findings from the first step into the policies and programs of the organization. This step in the process answers, “what should we do and why?”

3. Taking action and communicating

The next phase is taking action and communicating. This phase involves implementing the program of action and communication designed to achieve the specific objectives for each of the publics to accomplish the program goal. The questions in this step are, “How should we do and say it?”

4. Evaluating the program

The final step is evaluating the program. This step involves assessing the preparation, implementation, and results of the program. The programs are continued or stopped after learning, “How did we do?” (Cutlip, 1999: 340).

B. GOVERNMENT PUBLIC RELATION

1. Definition

Government public relations specialists play a variety of roles. The diversity of goals and activities in government is greater than any other area of public relations practice. One public affairs specialist tries to explain how the internal revenue service will become more users friendly.

According to Sam Black (1970) in his book, Practical Public Relation, he classifies Public Relations into two types; they are central government public relations and local government public relations.
I. Central Government Public Relations

Central government public relations have two functions, to give information regularly about policy, planning, and the result that has been reached, and to explain and to teach public about rules, regulations, and everything that relate with society life. Moreover, central government public relations also play a role as an adviser in doing the policies.

Central government public relations generally consists of four parts, they are Press office, Broadcasting section, Publicity section, intelligence section.

1. Press office

Press office is responsible for handling press working. It prepares the news material for newspaper, magazine, and others mass media. Press office handles everything that relates to speech material, documents, rules, regulations, reports, and the others. Press office also settles the press conference and press tour and manages press release, from the arrangement until the spreading.

2. Broadcasting section

Broadcasting section is a part of central government public relations. It is a broadcasting station like radio and television. Broadcasting section settles the electronic media.

3. Publicity section

Publicity section has responsibility to manage films, posters, leaflets, advertising, and the other publication activities.
4. **Intelligence section**

   Intelligence section has the duty to get information from the publics about department activities, and then the information is extended to press office or publicity section. Intelligence section distributes public’s opinion to support two-way communication.

II. **Local government public relations**

   Actually, local government public relations and central government public relations are almost same in terms of their works. The distinction between them is the scope. According to Sam Black (cited in Uchjana, 1986), there are four main goals of local government public relations:
   
   1. to keep citizens informed of the council’s policy and its day-by-day activities
   2. to give them an opportunity of expressing views on important new projects before final decisions are taken by the council
   3. to enlighten citizens on the way in which the system of local government works and to inform them their rights and responsibilities
   4. to promote a sense of civic pride

C. **SOCIALIZATION**

   Basically, each individual in society will experience socialization process to live and behave commonly as the norm and value implied in the society. Socialization is also a culture transmission process inter generation. In this case, the necessary
requirement in socialization is social interaction, because without social interaction, socialization is impossible to persist (Soe’oed: 1993).

According to Soerjono (1987:140), “Socialization is a process, where the new society members learn the society norms and values where they live”.

While, Vembrianto (1982) proposes that:

- Socialization process is learning process that is accommodation process with restraining individual, changing impulses in their self and taking life way or the society culture.
- In the socialization process individual learn the habit, attitude, ideas, system, value, and standard behavior in the society where they live.
- All of the attitude and skill learned in the socialization process and developed as a system unit in their self.

It can be concluded that socializing is a process to learn the society norms, habit, attitude, ideas, system, value, and standard behavior in the society where they live by using social interaction.
CHAPTER III
DISCUSSION

A. Description of Information and Communication Bureau (BIK) of Surakarta City Government

Information and Communication Bureau (BIK) was founded based on the Region rule of Surakarta city No. 6, 2001 about the organization structure and working system of the Surakarta City Government’s officialdom. In implementing its job, Information and Communication Bureau (BIK) is guided by the Decree of Surakarta’s Mayor No. 32, 2001 about the job explanation of Information and Communication Bureau (BIK). The office of Information and Communication Bureau (BIK) is located at Jenderal Sudirman Street No. 2 Surakarta. Information and Communication Bureau (BIK) has four Divisions, they are Information Division, Public Relation Division, Telemathic Division and Program Development Division.

Information and Communication Bureau (BIK) is one of the officials on Surakarta City government that participates in organizing the local government based on the autonomy principle and has responsibility to increase the quality of public services and the society’s prosperity.

1. Vision, Mission and Motto of Information and Communication Bureau (BIK)

1.1. The vision of Information and Communication Bureau (BIK)
The vision of Information and Communication bureau is “CREATING THE INFORMATIVE AND COMMUNICATIVE SURAKARTA SOCIETY BY FOCUSING ON POTENTIAL OF COMMERCE, SERVICES, EDUCATION, TOURISM AND SPORT”.

1.2. The Mission of Information and Communication Bureau

The missions of Information and Communication Bureau (BIK) are:

a. to develop the professional apparatus to manage information.

b. to increase the quality and the quantity of information and communication system.

c. to develop the partnership between the government, press, society, and private institutions.

d. to increase the society’s participation to develop information and communication.

1.3. The motto of Information and Communication Bureau (BIK)

The mottos of Information and communication Bureau (BIK) are that:

a. Information is the window of the world

The support from the government, press, society, and private institutions will bring the Information and Communication Bureau (BIK) to a new paradigm as an accurate information source.

b. Information has become a need
Information and Communication Bureau (BIK) with a new paradigm is the right solution to fulfill the information needs.

c. Creating the society’s belief

To create the belief between the government and the society through the provision of information and to give the information services to the society.

2. The Roles and the Policy Direction of Information and Communication Bureau (BIK)

2.1. The Roles of Information and Communication Bureau (BIK)

The Roles of Information and Communication Bureau (BIK) in Surakarta City Government are:

a. as the source of formal information for the society of Surakarta City.

b. as the Communication media between the government institution with the society and among the society’s groups.

c. as the motivator of society in Surakarta City.

2.2. The Policy Direction of Information and Communication Bureau (BIK)

The Policy Direction of Information and Communication Bureau (BIK) in implementing their jobs in Surakarta City Government are:

a. to increase the role of communication through the region’s mass media to spread the government’s policies and society’s aspiration in the framework of public’s responsibility.

b. to increase the participation of people in monitoring the media to prevent the misuse of press freedom and to develop the quality of regional press.
3. The Objectives and the Function of Information and Communication Bureau (BIK)

3.1. The objectives of Information and Communication Bureau (BIK)

The objective of Information and Communication Bureau (BIK) in implementing their jobs in Surakarta city Government is to organize the Government’s affair in information and Communication department including four main objectives; they are the society, the government institution, press, and private institutions.

![Diagram of BIK objectives](image)

Figure 3.1. The objectives of BIK

Information and Communication Bureau (BIK) has the job to process the information received from the Government Institution. Then, the information can be informed to the society and to the private directly or the information is
processed again by the press before it is informed to the society and to private. The last, Information and Communication Bureau (BIK) receive an input from the society and private to be informed to the government.

3.2. The functions of Information and Communication Bureau (BIK)

The functions of Information and Communication Bureau (BIK) in supporting the entire Surakarta city’s activities include:

d. to organize the Secretarial Bureau
e. to arrange the plan of programming, counseling, evaluating, and reporting.
f. to manage and to develop the system of information management.
g. to implement the production and information services.

4. The Organization Structure of Information and Communication Bureau (BIK)

HEAD

Secretary
B. Description of Public Relations Division of Information and Communication Bureau (BIK) of Surakarta City Government

Public Relations division is one of divisions on Information and Communication Bureau (BIK) of Surakarta city Government. Public Relations
division has two subdivisions; they are News Release subdivision and Communication media subdivision.

The followings are the job descriptions of the head of Public Relations division, the head of News Release subdivision and Communication Media subdivision based on the decree of Surakarta’s Mayor No. 32, 2001 about the guidelines for the job description of Information and Communication Bureau (BIK).

1. Public Relations Division

The main job of the head of Public relations division is to create public sympathy as the technical policy applied by the head of Bureau. The job descriptions of the Head of Public Relations division are as follows:

a. to arrange the work programs of Public Relations division;

b. to distribute the jobs to the staff;

c. to give explanation and guidance to the staff about the job implementation;

d. to control the job implementation of the staff;

e. to check the result of the staff’s works;

f. to evaluate the result of the staff’s works;

g. to develop the communication types regularly in creating the public opinion as materials to formulate the government’s policies;

h. to process and to analyze the public opinion as materials to formulate the government’s policies;

i. to organize the inventory, documentation, photography and the recording of the government’s activities and policies;
j. to identify problems in order to find the solutions;
k. to organize the administration to make an annual report;
l. to do coordination in order to speed up the works;
m. to give suggestions to the head in order to speed up the works;
n. to give report about the result of the staff’s works to the head as the one who has
to be responsible for the works;
o. to do the other jobs given by the head.

2. **News release Subdivision**

   The main job of the head of News Release subdivision is to make news release through many media. The job descriptions of the Head of News Release subdivision are as follows:

a. to arrange the work programs of News Release Subdivision based on the work programs of Public Relation Division;
b. to distribute the jobs to the staff;
c. to give explanation and guidance to the staff about the job implementation;
d. to control the job implementation of the staff;
e. to check the result of the staff’s works;
f. to evaluate the result of the staff’s works;
g. to collect news from mass media;
h. to process and to analyze the news as materials to formulate the government’s policies;
i. to prepare the news release of the government’s activities through printed and electronic media;

j. to prepare the response and explanation to the letters in printed and electronic media or to the letters from society;

k. to prepare the press release and to organize press conference;

l. to cover the activities of City Government;

m. to identify the problems in order to find the solutions;

n. to organize the administration to make an annual report;

o. to do coordination in order to speed up the works;

p. to give suggestions to the head in order to speed up the works;

q. to give report about the result of the staff’s works to the head as the one who has to be responsible for the works;

r. to do the other jobs given by the head.

3. Communication Media Subdivision

The main jobs of the head of Communication Media subdivision are to collect and to analyze the information as the material of the Mayor’s policy and to do recording, presentation and exhibition. The job descriptions of the Head of News Release subdivision are as follows:

a. to arrange the work programs of Communication Media Subdivision based on the work programs of Public Relation Division;

b. to distribute the jobs to the staff;

c. to give explanation and guidance to the staff about the job implementation;
d. to control the job implementation of the staff;

e. to check the result of the staff’s works;

f. to evaluate the result of the staff’s works;

g. to organize radio broadcasting about the City Government’s activities;

h. to organize the publication of printed media;

i. to identify the problems in order to find the solutions;

j. to organize the administration to make an annual report;

k. to do coordination in order to speed up the works;

l. to give suggestions to the head in order to speed up the works;

m. to give report about the result of the staff’s works to the head as the one who has to be responsible for the works;

n. to do the other jobs given by the head.

C. Surakarta City Government’s Policy in Handling the Street Vendors in Banjarsari.

Banjarsari area is one of the historic places in Surakarta in which monument 45 Banjarsari was built. Since the monetary crises in 1998, Banjarsari area became an area that was densely occupied by street vendors. The vendors occupied the area to sell goods that people need even though it is prohibited to do it. As a result, the street vendors created problems for the traffic.

For that reason, Surakarta City government made a policy to solve the problem by relocating the street vendors from Banjarsari to Semanggi. It was done to
return the main function of Banjarsari area and to give more appropriate place for street vendors in trading.

The relocation process of street vendors from Banjarsari to Semanggi has been done through some steps; they are Pre-Conditioning, Conditioning, The Moving Planning and The Moving.

1. Pre-conditioning

Pre-conditioning was the first step of Surakarta City Government in implementing the policy about relocating street vendors from Banjarsari to Semanggi. In this step, the potential and the obstacle of the relocation were identified. They included:

a. the chance that might be developed in Klithikan market, Semanggi.

b. the chance of the street vendors to develop their trade.

c. the chance of street vendors to change their status from informal traders into formal traders.

d. the obstacle that would be faced in Semanggi.

e. the obstacle from street vendors in Banjarsari who refused the policy.

f. the support from legislative and safety apparatus.

g. the active role of the society, the university, and the society organization.

2. Conditioning

Conditioning was the second step in implementing the policy after the identification of the potentials and the obstacles of the relocation process. In this step, there were some activities to realize the Surakarta City Government policy
about relocating street vendors from Banjarsari to Semanggi. The activities included:

a. observation, consultation, and hearing with all the counterparts of Surakarta City government to determine the policy of relocating street vendors in Banjarsari to Semanggi.

b. do collecting data about the amount of street vendors in Banjarsari by door to door. The data collection result that there were 989 street vendors in Banjarsari.

c. meeting with interrelated instances to arrange the material of socialization.

d. socializing the policy of Surakarta City Government in managing street vendors in Banjarsari.

3. The Moving Planning

The socialization that has been done in previous step gave result that the street vendors in Banjarsari agreed to be relocated to Semanggi. Then, the next step is moving planning. The moving planning was done to prepare everything before the moving of street vendors from Banjarsari to Semanggi was done. The preparation that has been done included:


b. setting or zoning Semanggi market kiosks by grouping them into 18 blocks based on the kind of the merchandise.

c. raffling the kiosk for the vendors. The vendors would occupy the result of the raffling.
d. giving the number and the sticker at kiosk based on the result of the raffling.
e. giving the written agreement about the result of the raffling and the rules in the market.
f. opening the registry for vendor to make letter of trade license in order the vendors can do their trade in legal.
g. meeting with interrelated instances to arrange the material of socialization about the moving event of street vendors from Banjarsari to Semanggi.
h. socializing the moving event of relocating street vendors from Banjarsari to Semanggi.

4. The Moving

The moving was done through cultural carnival that was the parade process done by street vendors and officers of Mayor office wearing Javanesian traditional dresses. They walked with their attributes from Banjarsari until Semanggi. They passed through a particular route to Semanggi. The moving process of street vendors from Banjarsari into Semanggi included:

a. The preparation of cultural carnival

Before the moving was done, the street vendors had to pack their goods. They packed their goods in such a way that it would be easy for the vendors to find their goods. In this preparation, the government prepared 40 trucks as the transportation.

b. The cultural carnival process

The process was started from monument 45 Banjarsari which was the Mayor and Vice Mayor of Surakarta as the leader who released the cultural
carnival group. The cultural carnival group was lead by the head of the Managing Street Vendors Official accompanied with a cultural observer, KRHT Winarso Kalinggo. Then, they walked through the route that has been determined. The route included Monumen 45 Banjarsari – the crossroad of Warung Pelem – Urip Sumoharjo street – Jendral Sudirman street – the crossroad of Gladak – Mayor Sunaryo street – Kapten Mulyadi street – the crossroad of Baturono – Kyai Mojo street – Serang street – Notoharjo Klithikan market, Semanggi.

The cultural carnival was dominated by Javanese nuance. It can be seen from the dresses worn by the participants, including the Mayor and Vice Mayor of Surakarta. Moreover, the cultural carnival included the horse cart and the soldier platoon from Surakarta palace and Mangkunagaran palace. Along the streets of cultural carnival route, there were many people watching the carnival.

c. Notoharjo Klithikan market, Semanggi

The cultural carnival process finished at Notoharjo Klithikan market, Semanggi. All the participants were officially welcomed by the Mayor of Surakarta, Ir. H. Joko Widodo. Then, the official announcement was announced followed by giving key and letter symbolically. After the moving event has finished, there was performance of leather puppet for the whole night in Notoharjo Klithikan market, Semanggi.

D. The Roles of Public Relation Division in Socialization of Surakarta City Government’s policy about Relocating Street Vendors from Banjarsari to Semanggi.
As stated in the above explanation, the socialization process in socializing the Surakarta City Government’s policy about relocating street vendors from Banjarsari to Semanggi has been done twice. The first socialization has been done in the process of conditioning. The socialization gave explanation about the longing of Surakarta City Government to return the main function of Banjarsari area and to give more appropriate place for street vendors in trading. The Surakarta City Government did the socialization immediately to realize that policy. The second socialization has been done in the process of moving planning. The socialization explained about the route of moving event of street vendors from Banjarsari until Semanggi. Target of the socialization process not only the street vendors in Banjarsari, but also all of Surakarta society. In that socialization process Surakarta City Government also received the suggestions of the street vendors for the smoothness of the moving event.

The socialization was done through meeting, talk show and mass media. Moreover, the Mayor and Vice Mayor of Surakarta often met and talked to the street vendors directly. They did meeting to discuss about the relocating policy in town hall and in the Mayor’s house, Loji Gandrung.

In that socialization process, Public Relations Divisions on information and Communication Bureau (BIK) have important roles. The roles of Public Relations Division on Information and Communication Bureau (BIK) in that socialization process were as Communication Technician and Communication facilitator.

1. As Communication Technician

Public Relations Division on Information and Communication Bureau (BIK) played role as Communication Technician in socializing the policy. This division has
responsibility to provide the technical communication service, such as writing press release and making newsletter. The press release and the newsletter were made as the result of the Public Relation Division’s cover. The Public Relations Division covered all the socialization activities that have been done by the Mayor of Surakarta and the head of Managing Street Vendors Official.

The socialization process has been done on November 2005 – January 2006 and June 2006 – July 2006. The socialization activities that have been covered by the Public Relation Division included:

- socialization that has been done by the head of Managing Street Vendors Official to the street vendors directly in Monumen’45 Banjarsari on November 29th, 2005.
- socialization that has been done by the Mayor of Surakarta to the street vendors directly in Surakarta town hall and in the Mayor’s house, Loji Gandrung on January 2nd-7th, 2006.
- socialization that has been done by the Managing Street Vendors Official in “NGOPI PAGI” at Radio Kita Swara Graha on December 8th, 2005.
- socialization that has been done by the Mayor of Surakarta accompanied with the head of Managing Street Vendors Official at radio Solo Pos on July 10th, 2006.

2. As Communication Facilitator

Public Relation Division on information and Communication Bureau (BIK) also played a role as Communication Facilitator. Here, they served as liaisons and mediator. They became the source of information and discussion agenda maker.

- As the source of information
As the source of information, the Public Relations had to have all the information about the Surakarta City Government policy concerning the relocation of street vendors from Banjarsari to Semanggi. They got all the information through observation and interview with some stake-holders of Surakarta Government. The information that has been collected by them was informed to the society. The information was spread through mass media (radio, newspaper and magazine).

- As the discussion agenda maker

The socialization activities were done several times. It was done through meeting, mass media, and talk show in television and some radio stations. Here, Public Relations division became the discussion agenda maker. They decided the date, the place and the informants involved. Therefore, they had to contact the counterparts to speed up the socialization activity. The Public Relations scheduled some socialization activities through talk show at some radio stations. The socialization activities that were scheduled by the Public Relation Divisions included the ones carried out on:

a. December 8th, 2005: that is socialization in “NGOPI PAGI’ program at Radio kita Swara Graha. The socialization activity involved the head of Managing Street Vendors Official as the informant.

b. July 10th, 2006: that is socialization at radio Solo Pos FM. This socialization involved the Mayor of Surakarta and the head of Managing Street vendors Official as the informants.
E. The Problem Encountered by Public Relations Division in Socialization of Surakarta City Government’s policy about Relocating Street Vendors from Banjarsari to Semanggi.

The socialization processes involved many informants to support the socialization activities. Public Relation Division made out a closer corporation with the Unit of Regional Working Official such as the Managing Street Vendors Official, the City Arrangement official, the Traffic Official, and the Cleaning Official. Every Unit of Regional Working Official has different participation in giving information about the material needed by the City Government to socialize the relocating policy.

In this process, the problem faced by the Public Relations Division was dealing with coordination. Public Relation Division got a problem in finding the informant would be involved in socialization activity. Public Relation Division asked some stake-holders to become informants in talk show program at radio station as scheduled by them. In fact, some informants could not come on the ‘D’ day of socialization activity. They could not come because of some reasons, such as they were not ready with the material for the socialization activity. Most of the reasons why they could not come were because they have different agenda which was considered to be more important than the socialization.

F. The solution that has been done by the Public Relations Division to solve the problems in socialization of Surakarta City’s government About Relocating Street Vendors from Banjarsari to Semanggi.
To solve the problem about the coordination, Public Relations Division contacted the stake-holders who would be the informant. Public Relations Division asked them to be the informant in socializing activity with the time and the place that was determined. Public Relation Division gave enough time for the informant for making material by giving the invitation for the stake-holders several days before the day of socialization activity. Beside that, if the informant could not come to the socialization activity, the informant had to look for their substitution for doing socialization activity.

G. Description of the Writer’s activities in Job Training

The writer had done the job training in Public Relations division on Information and Communication Bureau (BIK). The job training was done for a month, since January 21st 2008 to February 21st 2008. The writer’s working day was from Monday to Friday at 08.00 am to 02.00 pm, except for Friday was from 08.00 am to 11.00 am.

During the job training at Public Relations Division on Information and Communication Bureau (BIK), the writer has done many activities given by the head of Public Relations Division. The activities that had been done by the writer are as follows:

1. The writer translated a book entitled “Mboyong 989 PKL dari Banjarsari ke Semanggi”. Translation was done from Indonesian into English. The writer did the translation about two weeks.

2. The writer made some speeches for Surakarta’s Mayor.
3. The writer made newspaper clipping, then gave it to the other Bureau on Surakarta City Government.

4. The writer typed Surakarta’s calendar event on 2008 and list of daily news.

5. The writer made newsletter about “Penerimaan Kunjungan Kerja komisi III DPRD Kota Tarakan” on February 12th, 2008 at meeting room of the regional secretary of Surakarta City.
Bab IV

CONCLUSION AND SUGGESTION

A. CONCLUSION

Based on the explanation of the previous chapter, the writer concludes that:

1. Public Relations Division on Information and Communication Bureau (BIK) has important role in socialization of Surakarta City Government policy about relocating street vendors from Banjarsari to Semanggi. The roles of Public Relations Division are as:
   a. Communication technician

      The Public Relations Division has responsibility to make press release and newsletter about the activities of Surakarta City Government. They covered all of the socialization activities that has been done, and then made report as press release and newsletter.
   
   b. Communication facilitator

      Public Relation Division became the source of information and discussion agenda maker
      ▪ As the source of information

      Public Relation Division became the center of the information about the relocation policy. They informed the data through mass media.
      ▪ As the discussion agenda maker
Public Relations scheduled two socialization activities through talk show at two radio stations; they were Radio Kita Swara Graha and Radio Solo Pos FM.

2. Public Relations Division on Information and Communication Bureau (BIK) in doing their job in socialization of Surakarta City Government policy about relocating street vendors from Banjarsari to Semanggi encountered a problem in getting informant to do socialization activity through talk show. It was because the informants were not ready with the material for socialization activity. Beside that, sometimes they had different agenda which was considered to be more important than the socialization. To solve that problem, Public Relation Divisions gave enough time for the informant for making material by giving the invitation for the stake-holders several days before the day of socialization activity and if the informant could not come to the socialization, they had to look for their substitution for doing socialization activity.

**B. SUGGESTION**

Finally, after completing this final project report, there are some suggestions for Public Relations Division on Information and Communication Bureau (BIK) of Surakarta City Government and for the English Diploma Program.

1. Public Relations Division on Information and Communication Bureau (BIK)
   - What Public Relation Division did in Socializing the previous policy was good enough, but they have to work harder in socializing other of Surakarta
City Government Policies. They should give more attention about coordination with all related parts to collect information.

2. English Diploma Program

- It is important for the program to have relations with some companies or departments in order to help the students to do the job training.

- The lecturers of Public Relations program should give more material about the activities of Public Relation in doing their job in practice.

- For the students of English Diploma program who will do job training, it is important for them to determine the place where they will do job training. They have to look for the information about what they will do in that place, whether or not it is in line with their field at English Diploma.
BIBLIOGRAPHY


PEMERINTAH KOTA SURAKARTA
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SURAT KETERANGAN
NOMOR: 895.4/1E/143/08

Yang bertanda tangan di bawah ini Kepala Badan Informasi Dan Komunikasi Kota Surakarta dengan ini menerangkan bahwa:

Nama : TRI AGUSTY KUSUMAWATI
NIM : C 9305077
PROGRAM : DIPLOMA III SASTRA INGGRIS
FAKULTAS SASTRA DAN SENI RUPA
UNIVERSITAS SEBELAS MARET
KONSENTRASI : PUBLIC RELATIONS

Telah melaksanakan praktek kerja di Badan Informasi Dan Komunikasi Kota Surakarta selama 1 bulan dari tanggal 21 Januari s/d 21 Februari 2008

Demikian surat keterangan dibuat untuk dipergunakan sebagaimana mestinya.

Surakarta, 6 Maret 2008

KEPALA BADAN INFORMASI DAN KOMUNIKASI
KOTA SURAKARTA

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Atas dasar penalaran, ketramilihan, kedisiplinan, rutinitas kehadiran, penampilan, pergaulan dan tanggung jawab, nilai ditetapkan :

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*Angka 10 - 100
Model penilaian tidak mengikat